

# AMC Merchandising Aids





The last section consists of a mixed bag of low cost and moderately priced items that are excellent reminders of your dealership, as they have constant exposure and may be used to motivate potential customers. This group includes license plate frames, key cases and quality items that are ideal for traffic builders in your showroom. Also included in this category are litter bags, ice scrapers, bumper stickers, pens and a mixed bag of assorted merchandise.

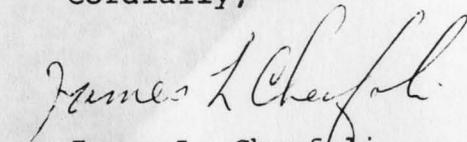
Periodically you will receive additions to this list of items. The additional gifts will be keyed to the particular season.

It is in your best interest to take full advantage of the items shown. Each gift was selected on the basis of its ability to satisfy a particular need.

Prices have been negotiated with suppliers to allow you the maximum discount available. This, combined with the convenience of ordering your merchandise from a central source of supply, provides you with a strong, easy to use selling tool.

Look through the folder, and order the items you need with the attached order forms.

Cordially,



James L. Cherfoli  
Sales Promotion Manager

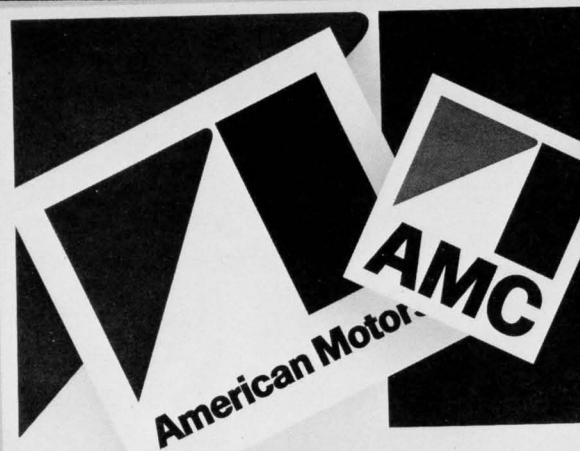
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Enclosures

AMC

GREMLIN

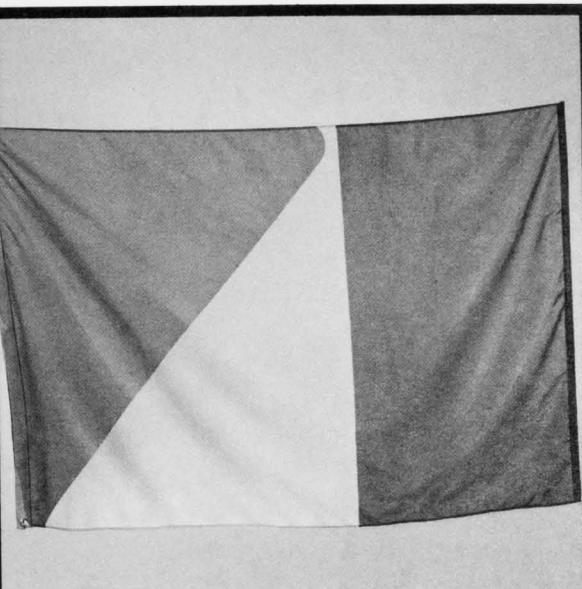
LEVI'S

American Motors



## American Motors

**AMC Decals** These heavy duty vinyl adhesive decals come in three sizes. Just the thing to accentuate your dealership. AMC 10" x 10" 10 for **\$4.00**; American Motors 14" x 18" **\$1.75** each; American Motors 30" x 32" ..... **\$2.25** each



**AM Logo Flag** To show real American Motors spirit the AM logo flag is right on the spot. Made of all-weather nylon, it measures 3' x 5'. Don't forget, if you fly an American flag, the AM flag is flown under Old Glory ..... **\$12.00** each



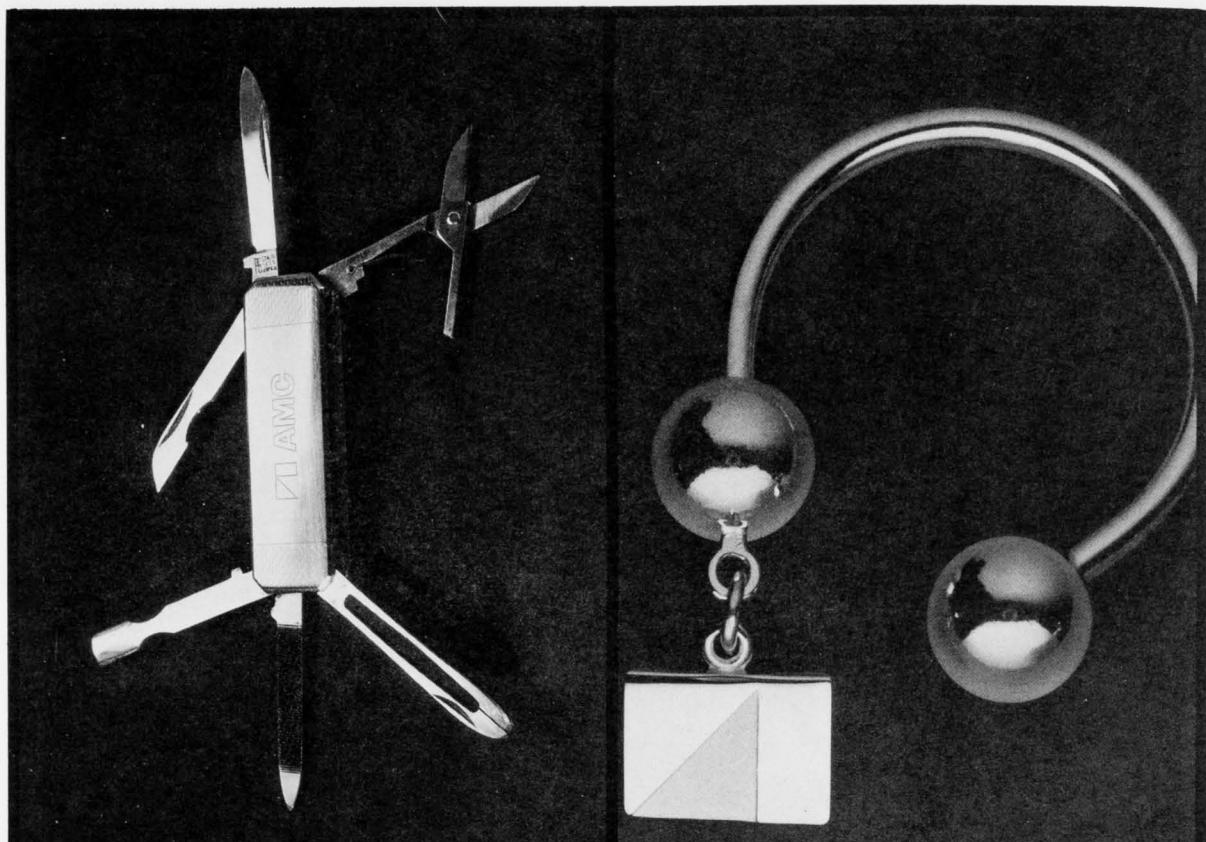
**AM Desk Set** For that discriminating businessman, a combination pen and pencil attached to a walnut base, embossed with the "A" mark. Great for your salesmen, too.... **\$8.00** each

**AM Pewter Ash Tray** To complete any desk arrangement, this pewter base ash tray has the "A" mark embossed in the center with a removable glass bowl for easy cleaning.... **\$11.25** each

**AM Herald Ceramic Mug** This lustrous, navy blue ceramic mug with a gold "A" mark embossed majestically in the center is a pride for any library shelf ..... **\$5.75** each

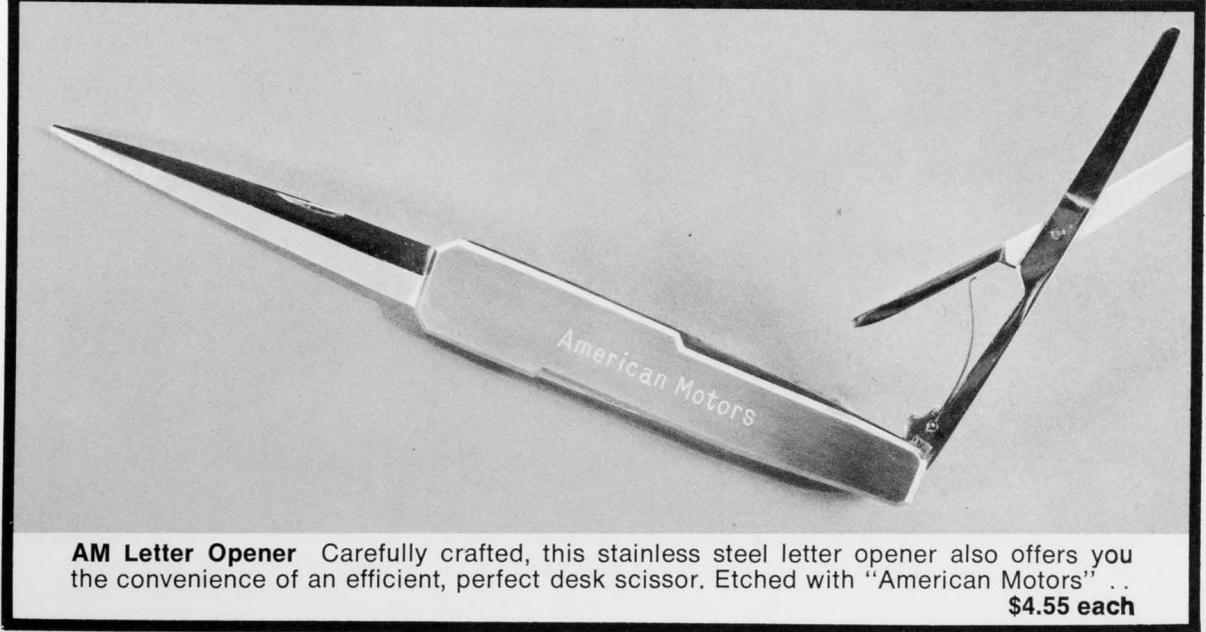
**AM Glasses** Produced from high quality clear glass with the "A" mark frosted, this 15 oz. glass is a prize for anyone ..... **Set of 8-\$6.00**

**AM Glass Bottom Pewter Stein** Contemporary as today, but made in the old world tradition, this stein comes embossed with the "A" mark ..... **\$10.25** each

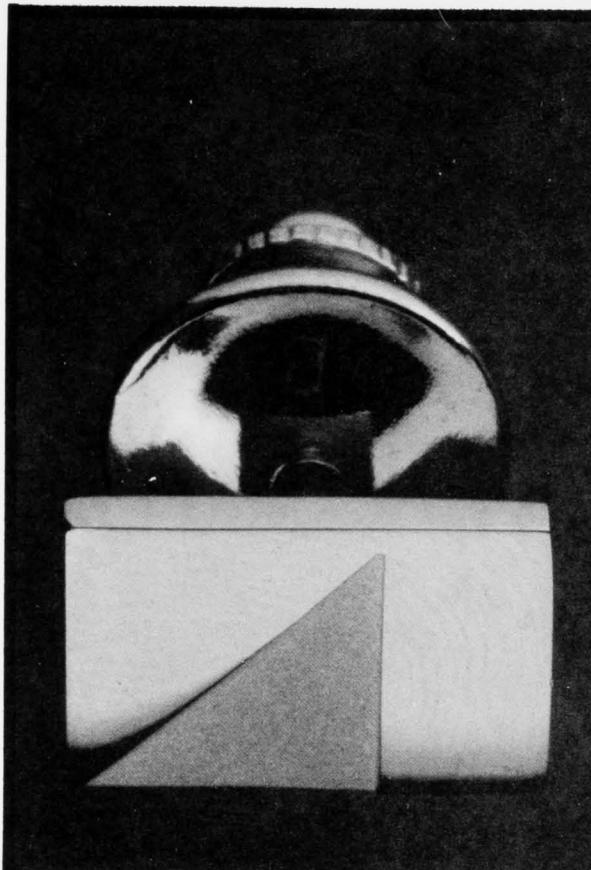


**AM Knife** Etched with AMC and the "A" mark, this six piece pocket knife is a personal pocket companion that will always remind your customer where he received it ..... **\$4.00 each**

**American Motors Key Chain** A rugged key holder designed to complement the AM key design. Key Chain .. **\$1.67 each**

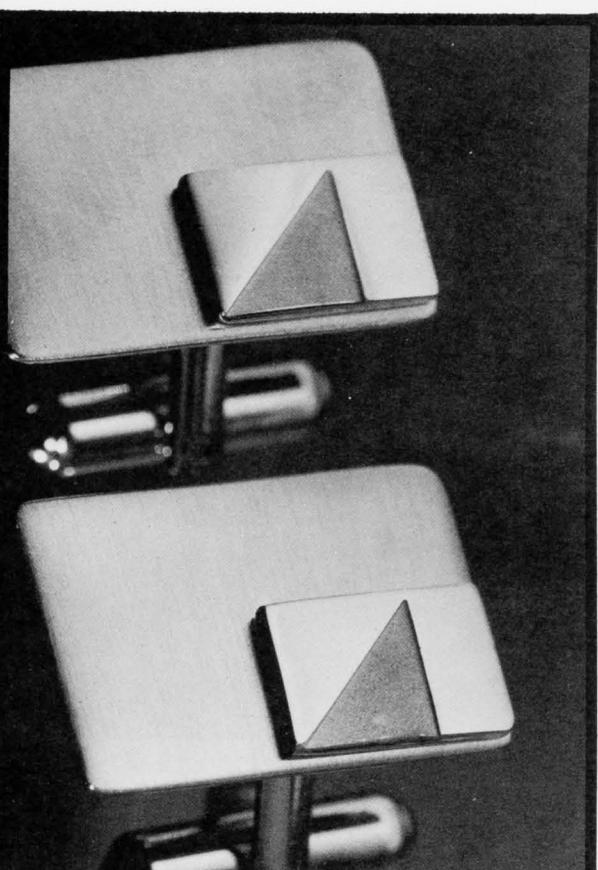


**AM Letter Opener** Carefully crafted, this stainless steel letter opener also offers you the convenience of an efficient, perfect desk scissor. Etched with "American Motors" .. **\$4.55 each**



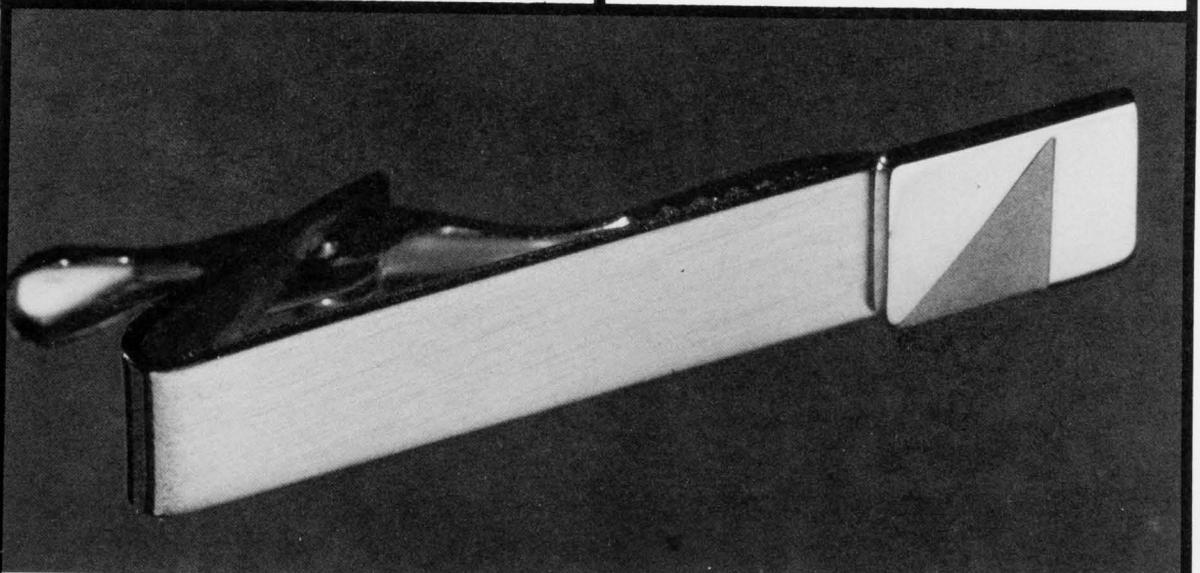
**American Motors Tie Tac** The "A" Mark tie tac is also suitable for use as a handsome lapel pin.

Tie Tac ..... \$1.61 each



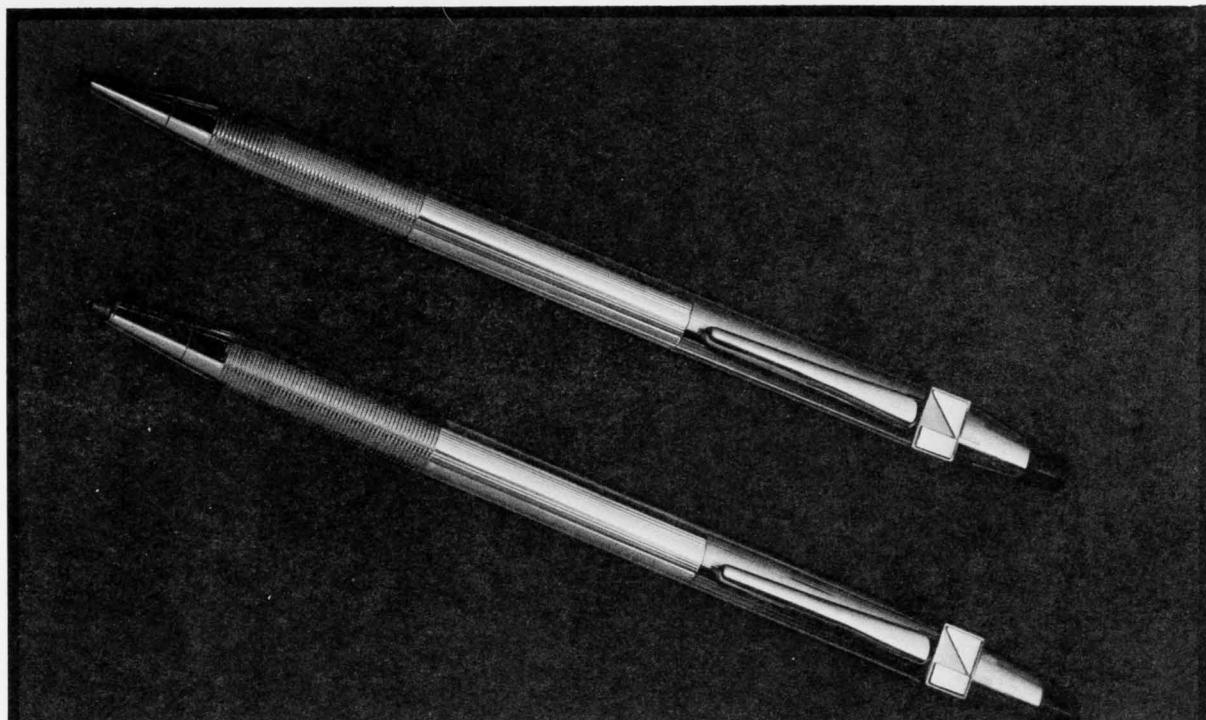
**American Motors Cuff Links** Handsome cuff links with the "A" Mark to enhance everyday apparel.

Cuff Links ..... \$2.73 each

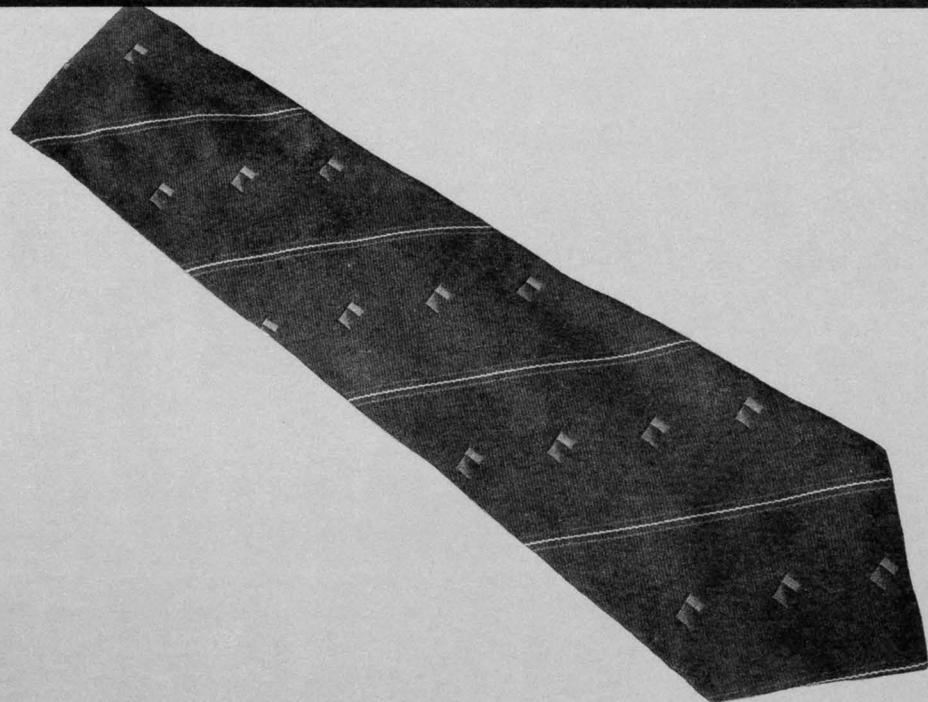


**American Motors Tie Bar** A richly designed accessory to complement your "A" Mark cuff links. Tie Bar .....

\$1.78 each



**American Motors Pen and Pencil Set** The slim, modern Cross Pen and Pencil is now available bearing the "A" Mark, symbolizing the dynamic new outlook of American Motors. Pen and Pencil Sets ..... \$9.95 each

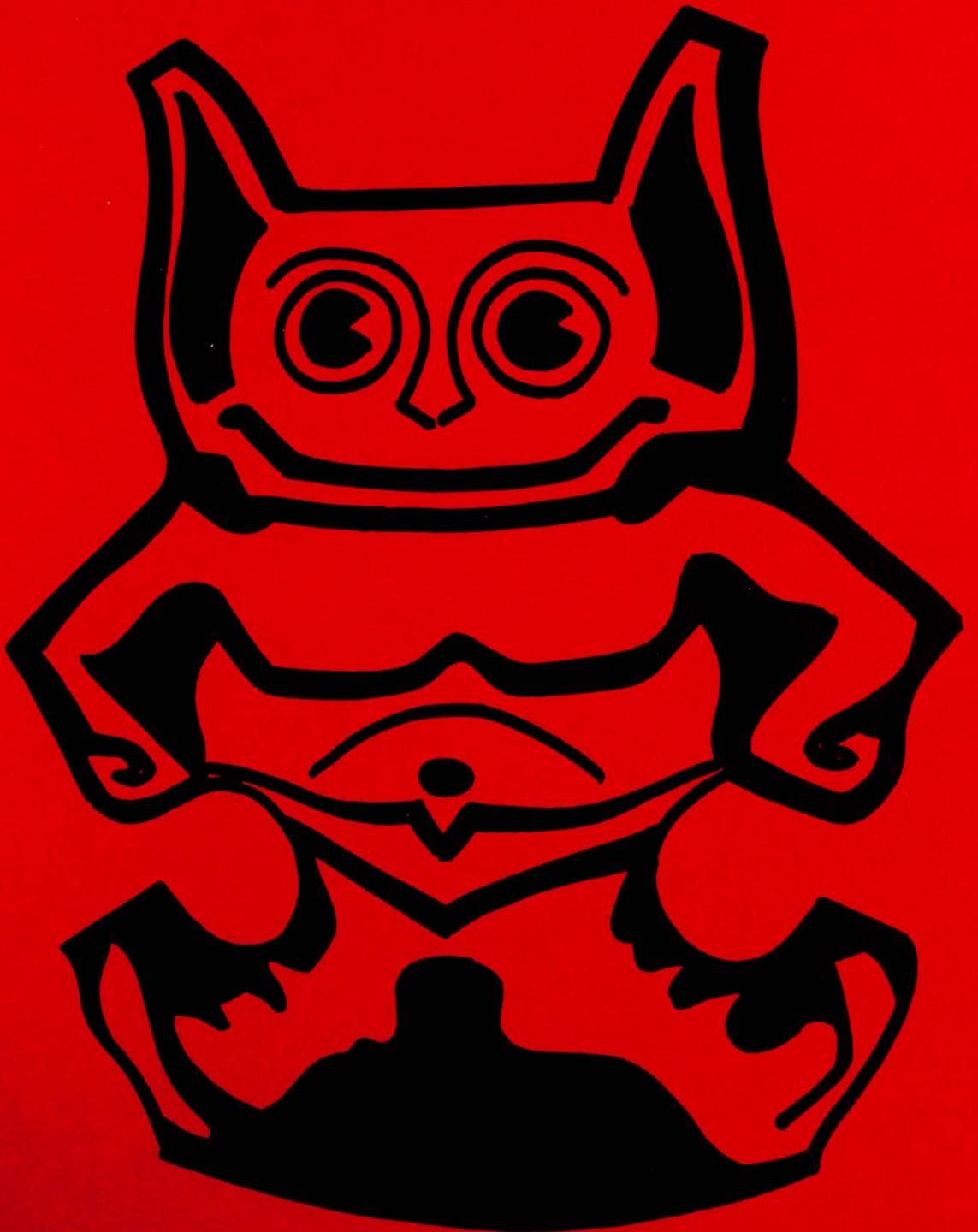


**AM Tie** That mark of quality to complement any of your salesmen's wardrobes. Woven in light gray with the "A" Mark embroidered in red and blue with coordinating lines running diagonally. Just that touch to give your dealership an air of distinction ..... \$3.25 each

PERFORMANCE

GREMLIN

LEVI'S





**Gremlin Tie Tac** Here's a versatile item that can hold down a tie or be used as a lapel pin. All proud Gremlin owners will be pleased to have one of these . . . . .

\$1.00 each



**Gremlin Stickers** In either green or red, these Gremlin stickers are sure to be a hit with the young set . . . . .

(minimum order 100) \$6.00 per 100



**American Motors Gremlin Patch** Official American Motors embroidered Gremlin patch. In red, white, and blue. A great traffic builder for the fun-minded segment of your market. 2 1/2" round . . . . .

.10 each (minimum order 100)

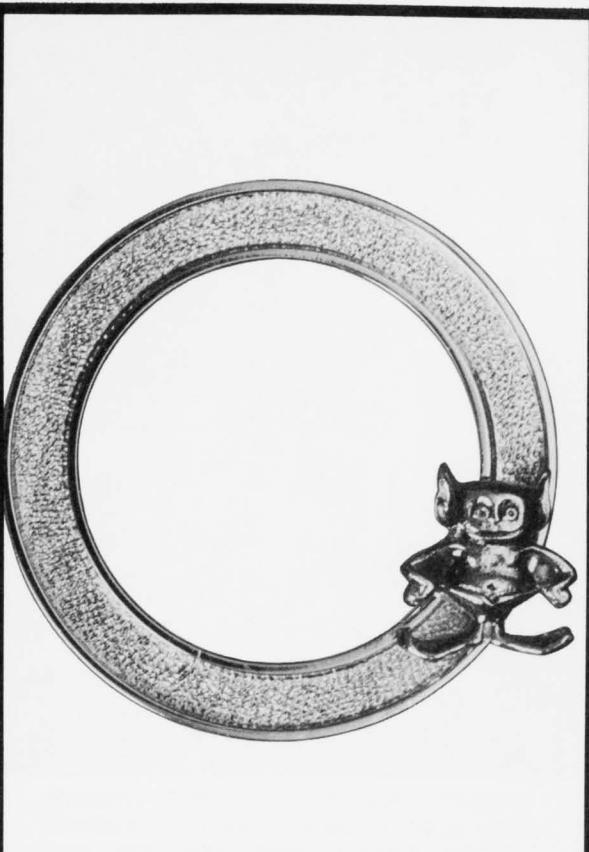


**Gremlin Key Chains** All of your Gremlin buyers will appreciate receiving this handsome Gremlin key chain when you turn over the keys to their new purchase. Comes in silver or gold . . . . .

.75 each



**Gremlin Bracelet** The Gremlin bracelet is sure to be a hit among the fairer sex. A great "starter" for a charm bracelet. Comes in silver or gold . . . . \$1.50 each



**Gremlin Brooch** This handsome brooch can be given to your female customers in exchange for a test drive in a new 1973 Gremlin. Available in silver or gold . . . .

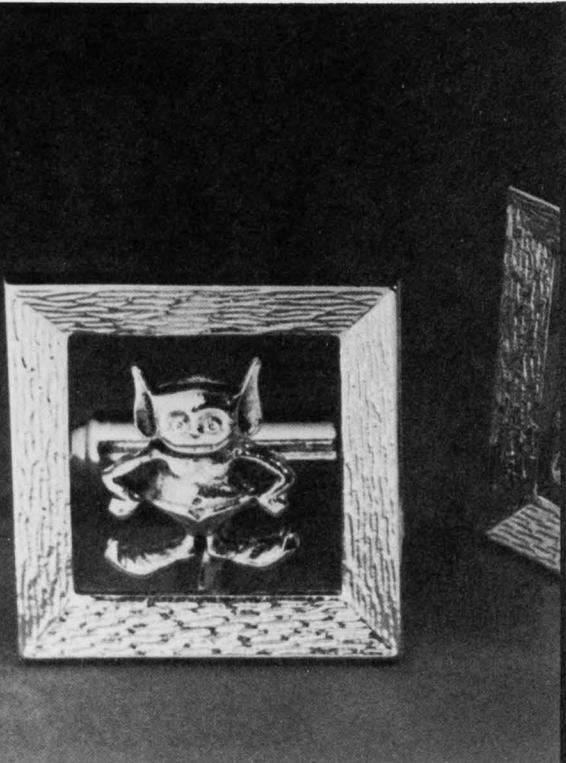
\$1.00 each



**Gremlin Necklace** Here's a great way to charm your female Gremlin buyers. You'll be surprised how effective a small giveaway item can be in building better dealer-owner relations. Comes in silver or gold . . . . .75 each



**Gremlin Sweatshirt** (adult & child.), T-Shirt (white—child., gray—adult). Be proud to display the Gremlin on all cotton sweatshirts and T-shirts. Have a Gremlin day at your dealership where you can sell these eye-catching items. Sweatshirt (adult & child.) . . . \$2.50 each T-shirts (adult & child.) . . . \$1.75 each



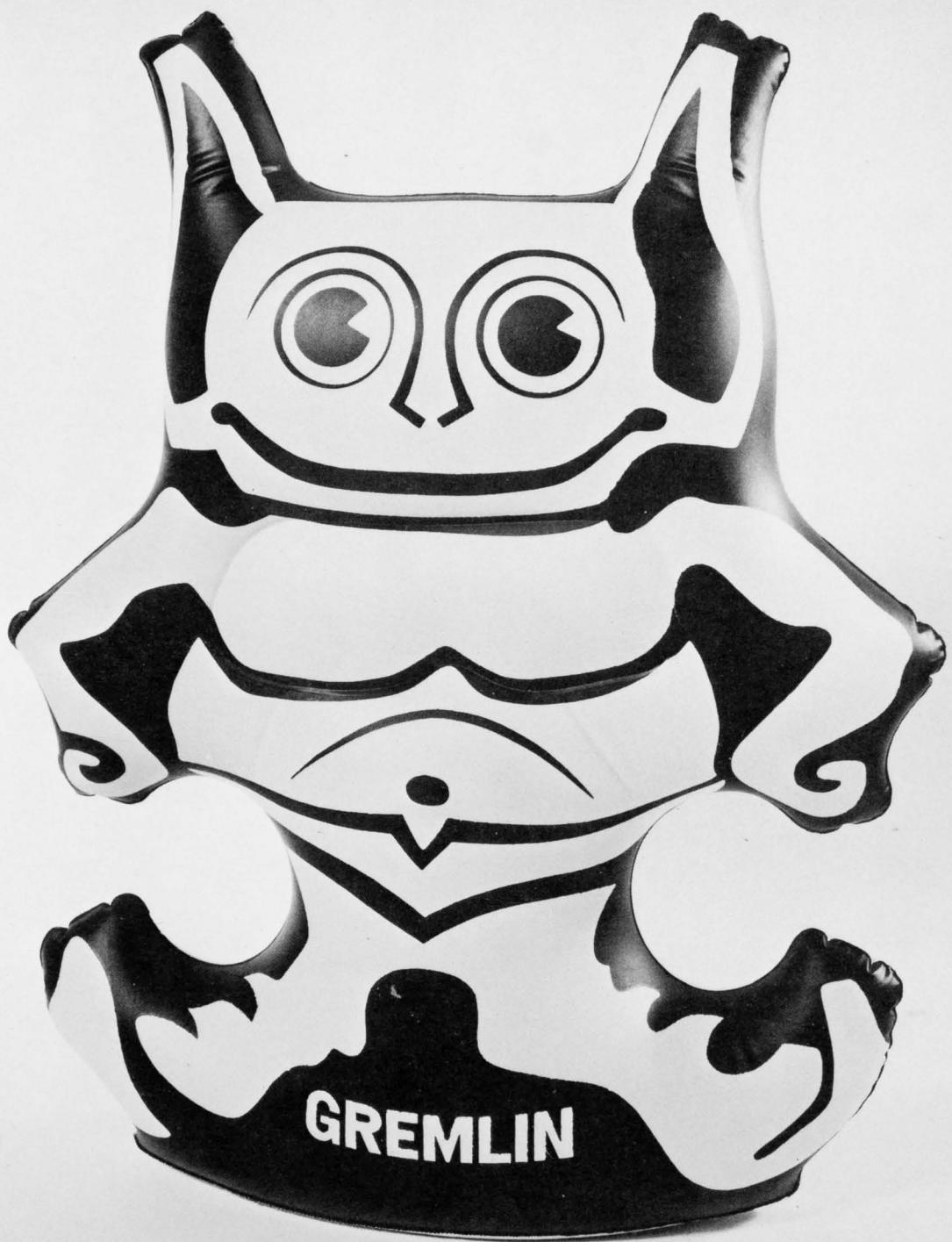
**Gremlin Cuff Links** Unique "Floating Gremlin" cuff links are bound to go over well with your male Gremlin buyers. Available in silver or gold. A great way to say "Thanks for buying Gremlin" . . .

**\$2.50 pr.**



**Gremlin Glasses** Made of high quality smoked glass, etched with the cute little Gremlin character. These 15 oz. glasses can be another incentive for that Gremlin owner . . .

**Set of 8—\$6.00**

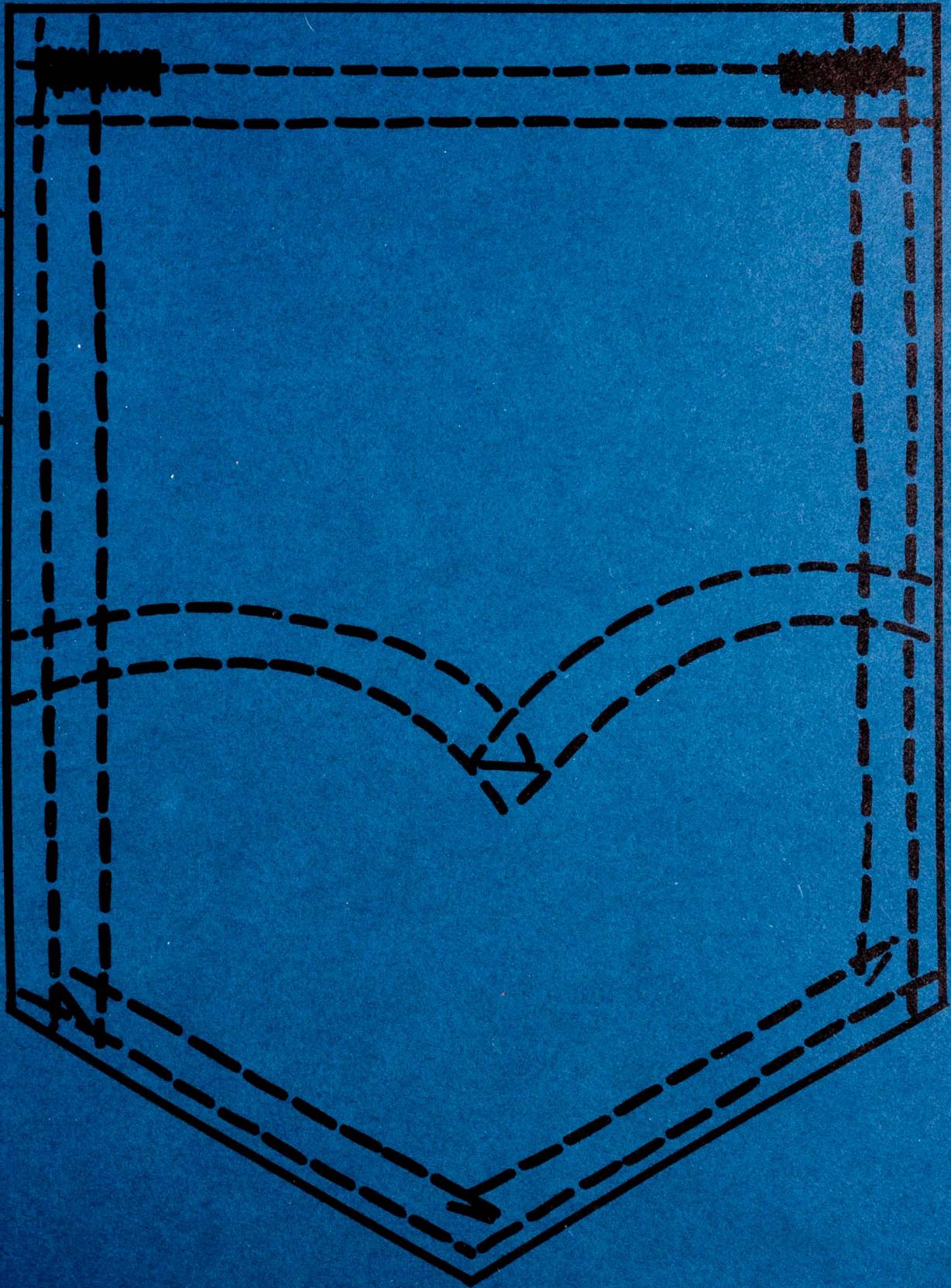


**Inflatable Gremlin** He's inflatable, he's pink, and he stands 24 inches tall! The "Inflatable Gremlin" is a great idea for a showroom display, a good-will give-away, a traffic builder, a simple novelty item, or for any purpose you have in mind ..... \$1.00 each

PERFORMANCE

LEVI'S

LEVI'S®





By a special arrangement with Levi Strauss & Co. and NOW! Designs of San Francisco, American Motors presents Levi's merchandise, all with real Levi's labels, pocket tabs, stitching, and done in blue denim! You can use this merchandise as free gifts for your customers or as incentive prizes for your salesmen. You can build showroom traffic and gain exposure by coordinating these items with your new 1973 Levi's Gremlin. . . . .

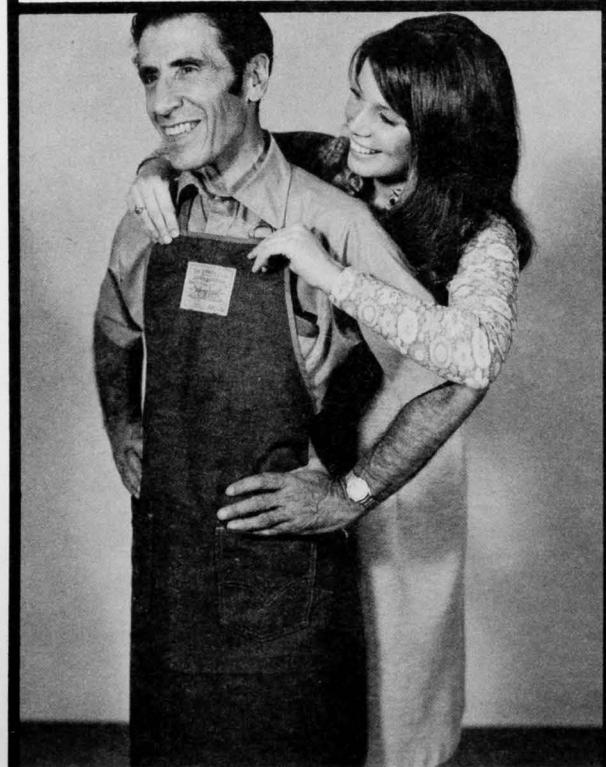
**All items are \$2.50 each**



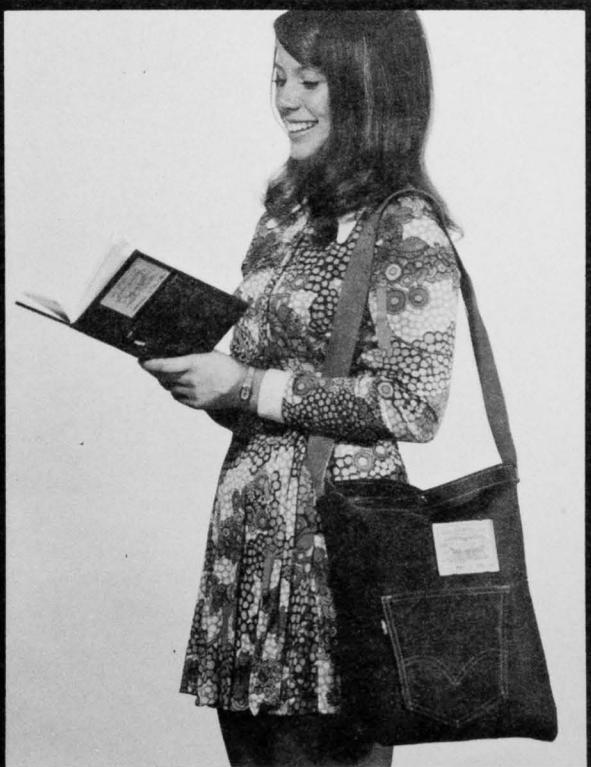
**Bike Bag**



**Tote Bag**



**Apron**



**Address Book and Shoulder Bag**

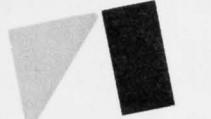
PERFORMANCE

PERFORMANCE



**AM Racing Team Winter Jackets** The winter Racing jacket is fully-lined, and just as durable as the summer version...  
\$12.95 each

**AM Racing Team Summer Jackets** This top-quality jacket is constructed of tough nylon with fashionable raglan sleeves. It combines rugged durability and water resistance with good looks. All visible components are color coordinated to assure uniformity. The Swiss embroidered emblem, is stitched on the upper-left side ..... \$7.95 each

AMC  Javelin  
TRANS-AM CHAMP '71 & '72

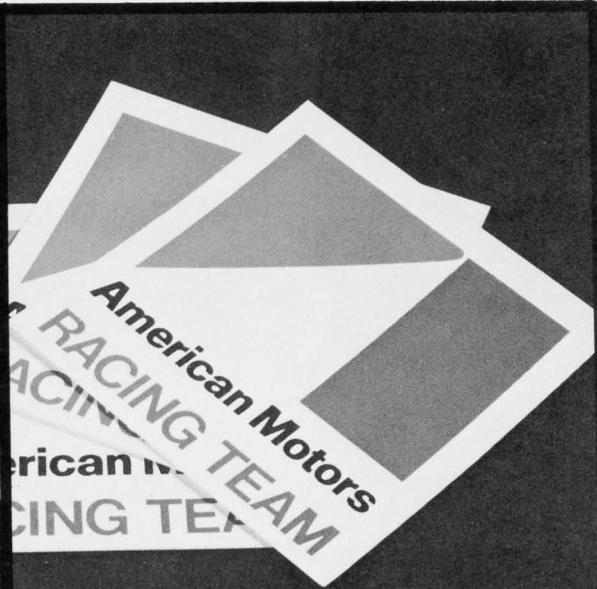
**"Trans-Am-Champ" Bumper Sticker** Take advantage of the Javelin's second consecutive Trans-Am Championship by promoting this accomplishment in your area. Order a quantity and distribute them to your friends, customers, and employees for display on their cars.

**\$10.00 per 100 (Minimum order 100)**

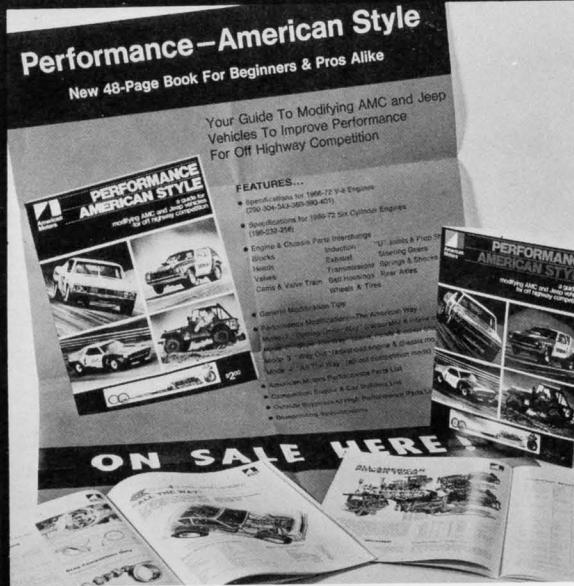


**AM Racing Patch** You'll want to wear the AMC red, white & blue colors at all racing events and you can, by ordering the official "A" mark racing team patch. It's 3½" x 3½" Swiss embroidered knit.

**.50 each**

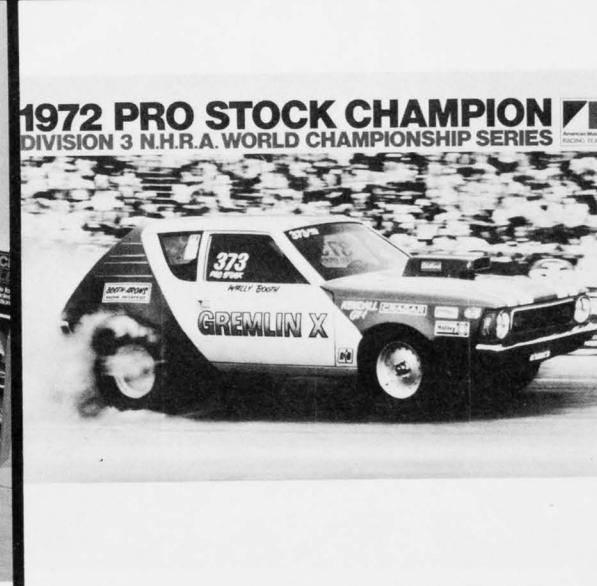


**AM Racing Sticker** Just like the patch, this 3½" x 3½" vinyl "A" mark racing team sticker identifies all AMC performance products . . . . . **\$3.00 per 100**  
(minimum order 100)



**Performance American Style** This 48 page book, designed for amateurs and pros alike, is a guide for modifying AMC and Jeep vehicles to improve performance for off highway competition. With every order of 10 or more books, you will receive a free Promotion poster . . .

**\$1.00 each**



**Pro Stock Championship Poster** Promote AMC's pro stock championship Gremlin. Display this exciting drag racing poster-everywhere around town . . . . .

**4 for \$1.00**



**Racing Photography** (black & white) These 8 x 10 black & white photographs capture the rugged action of the Trans-Am, Nascar and Pro stock series in which AMC participates ..... \$7.00 per 100 (Minimum order 100)

# GOLF

GOLF

MIXED BAG



**Titleist Golf Balls** The Champion of the industry with AMC discreetly imprinted. A fantastic gift idea for that special customer ..... **\$11.00 per dozen**



**Zippo Golf Balls** Recognized high-quality golf balls with the imprinted American Motors logo can help drive home the points of American Motors Buyer Protection Plan ..... **\$9.00 a dozen**



**AM Golf Hat** A hit wherever it's been shown. This mesh fabric hat is a great incentive to your golfing customer ..... **\$1.85 each**



**Zippo Greenskeeper** Repair your ball marks on the greens, or clean those golf shoes. You can also mark your ball with the two metal markers enclosed. Imprinted with the Buyer Protection Plan.  
25-49—\$2.80 ea.; 50-199—\$2.50 ea.; 200-399—\$2.40 ea.



**Custom Tee Packets** Emphasizing your exclusive Buyer Protection Plan, this tee packet contains four sturdy plastic tees and a "good luck" ball marker . . . . .  
**Quantities of 1000—.15 each**



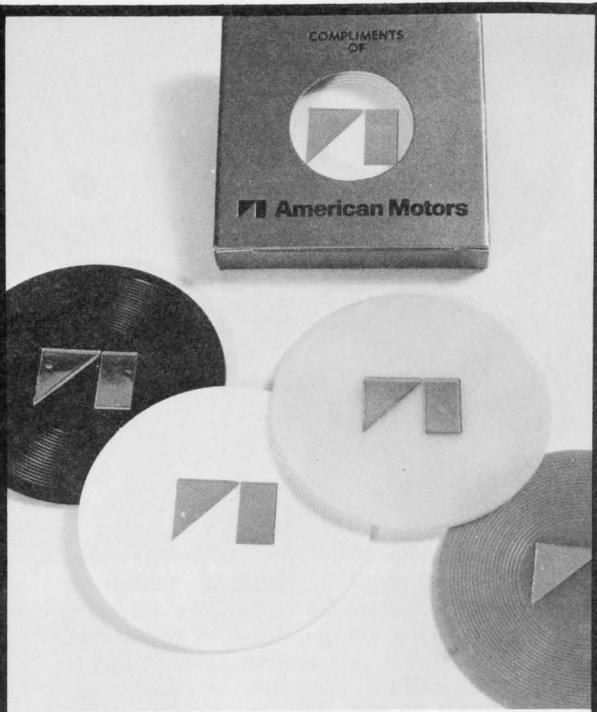
**Money Putter** Well balanced . . . high quality putter with a dollar sign engraved on the back face. Great for a reminder of the savings your golfing friends and customers received from your dealership . . . . .  
**\$8.50 each**

MIXED  
BAG

MIXED BAG



**Full View Mini Mirror** Stands on the edge of a dressing table, desk or any convenient place. Printed with AMC and the "A" mark . . . . . **.60 each**



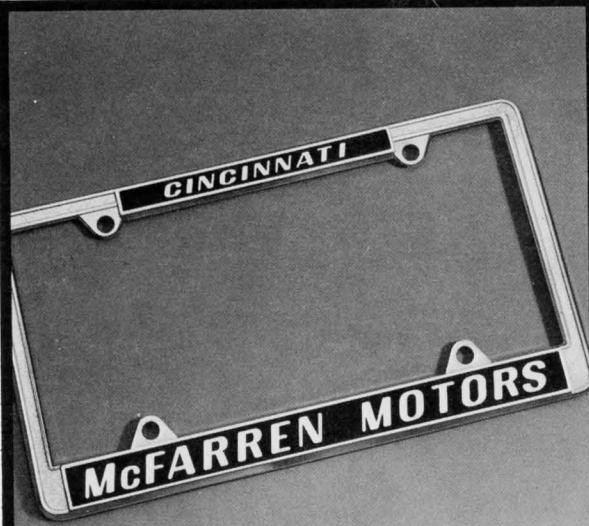
**"A" Mark Coasters** As a complimentary gift, four (4) 3" diameter red, white, black, and yellow round coasters are packaged in a sturdy gold box **.45 each**



**Lens Cleaning Tissues** For those with glasses, these tissues come attractively packaged with the Buyer Protection Plan logo . . . . . **500-999—.13 each**  
**1,000—.10 each**



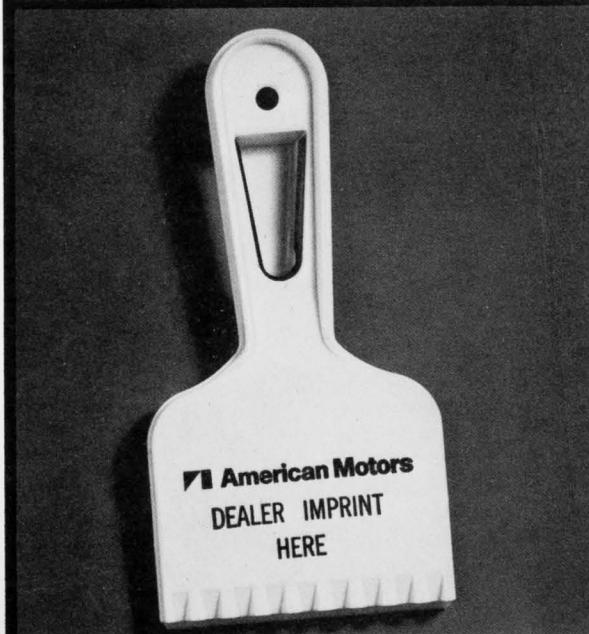
**Emery Boards** A set of three emery boards and a cuticle remover are attractively packaged in a blue vinyl case with the "A" mark printed in gold . . . **.20 each**



**License Frames** Dress up your license plates with a chrome frame. Dealer name at the bottom of frame. City on top of frame. Reinforced framing for added strength. 250 — .98 each; 500 — .76 each; 1,000 — .71 each; 2,500 — .67 each. Single copy only on bottom of frame. 250 — .96 each; 500 — .74 each; 1,000 — .69 each; 2,500 — .65 each. Specify 4 hole frame or 2 hole top only frame.



**Giveaway Balloons** Your customer's children will enjoy receiving a colorful balloon in 9" round or 5" x 24" airship styles. Prices include the American Motors Emblem and your dealer imprint. 250 — \$13.95 lot; 500 — \$22.95 lot; 1,000 and over — \$37.95 per thousand.



**Ice Scraper** White plastic with visor clip. Ice cutting edge with scraper edge. Price includes American Motors Emblem and dealer imprint. 150 — .15 each; 250 — .13 each; 500 — .12 each; 1,000 — .11 each.

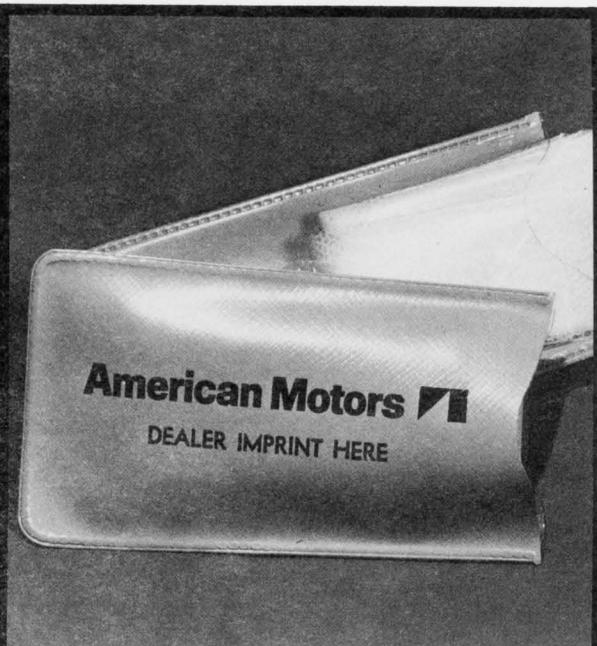


**Deluxe Yardstick\*** Smooth, varnished, clear finish, includes your dealer imprint on center of yardstick with American Motors Emblem on both sides. 150 — .16 each; 250 — .15 each; 500 — .14 each; 1,000 — .12 each.

\*Items marked with an asterisk will be imprinted with the American Motors Emblem and the Buyer Protection Plan logo.



**Lollipops** A wonderful giveaway . . . best quality candy. Wrapped individually. American Motors Emblem printed on wrapper . . . . 500 — \$13.50 lot; 1,000 — \$22.50 lot



**Rain Bonnet** Assorted vinyl cases with a simulated lace rain bonnet. A favorite with all women. American Motors Emblem and your dealer imprint included. 150 — .14 each; 250 — .11 each; 500 — .10 each; 1,000 — .09 each.



**Potholder** Assorted color borders . . . ideal for the lady who has influence when a car is purchased. American Motors Emblem and your dealer imprint on a white background included in price. 150 — .19 each; 250 — .16 each; 500 — .15 each; 1,000 — .14 each.



**Litter Bag** Every car should have a litter bag. Long lasting, made of heavy vinyl construction. Comes in assorted colors. American Motors Emblem and your dealer imprint. . . . 250 — .14 each; 500 — .13 each; 1,000 — .12 each.



**Economy Pen** Red and white barrel with chrome top plunger. Guaranteed new formula filler with medium point. American Motors Emblem and your dealer imprint included. . . . . 500 — .09 each; 1,000 — .08 each.

**Deluxe All-Metal Pen** Looks and feels and has the writing quality of a high priced pen. Silver color. American Motors Emblem and dealer imprint included. . . . 150 — .24 each; 250 — .23 each; 500 or more — .22 each.



This hardwood slugger is the **HANNA WARRIOR** Painted black for non-glare, this 33 inch bat is ideal for all ages and is guaranteed to be a HIT in your league . . . . . \$1.20 each. **SPALDING**, the name of professionals, is offering their Official Pro League Baseball. Made of high grade leather, this ball is assured to be a WINNER with your customers. . . . . .80 each



**Auto-Whis-Kit** Whisk broom, keyholder, ice scraper, change compartment, bottle opener. Made of tough blue plastic, lettered in black with dealer imprint. ....

100 — .88 each; 250 — .86 each;  
500 — .78 each.

What's a Matador?  
See your AMC Dealer?

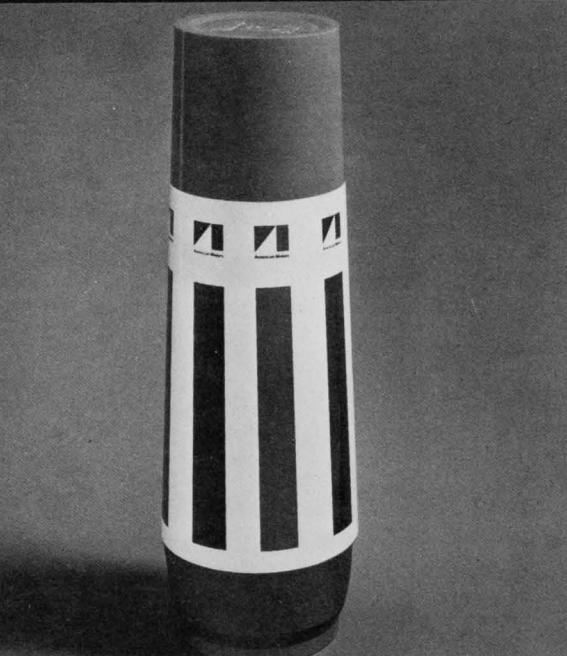


**Matador Bumper Stickers** "What's a Matador," (See your AMC dealer.) To increase buyer awareness we are making available a sticker to capitalize on this high rating commercial. ....

**\$13.50 per 100. (Minimum order 100)**



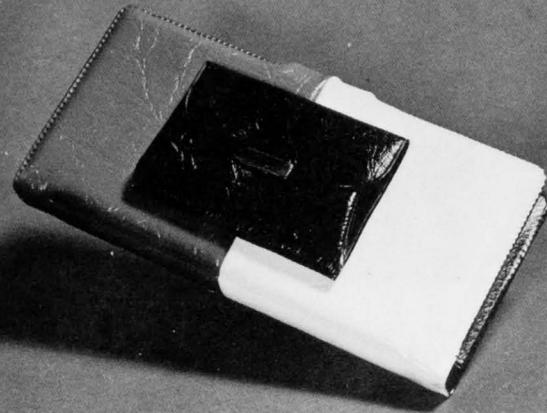
**Hazel Portfolio** Made of sturdy black hazel vinyl, this portfolio with the "A" mark in gold is a luxurious addition to anyone's business accessories. Dealer imprint available. .... \$3.90 each.



**Thermos** Another stand-out item is the red, white and blue thermos. Keeps hot drinks hot and cold drinks cold. An item that will delight any customer. ....  
**\$3.00 each.**



**Highway Emergency Kit** This kit could be a life saver. Probably the most important companion you can have for safe motoring. It includes a texon carrying case 12½" x 6½" x 8¼", 8' booster cables, aerosol tire inflator, high intensity auto spotlight, gas siphon pump, first aid kit, first aid book, fire extinguisher and flasher. A natural idea is to run a promotion including a kit with the purchase of each new car. .... \$13.50 each.



**Ladies Wallet** Red, white and blue, the American colors make this wallet distinctive and desired by women of all ages. .... **\$1.65 each.**



**Tool Kit** Bound in leather with a zipper fold, this tool kit contains any instrument needed for a small job. For that executive gift of goodwill, this tool kit may fix up a deal for you. .... **\$3.20 each.**



**American Motors Playing Cards\*** Your exclusive playing cards. Top quality playing cards with Buyer Protection logo in full color . . . plastic coated to give maximum usage. Single or double decks. Single: .... **1-11 — \$1.25 each;**  
**12-99 — \$1.20 each;**  
**100 or more — \$1.15 each.**  
Double: .... **1-11 — \$2.50 set;**  
**12-99 — \$2.40 set;**  
**100 or more — \$2.30 set.**  
Dealer imprint on box — add \$5.00 set up charge and .05 each for imprint.



**Perfume Packet** For the lady customer, a custom perfume packet containing compact vials for that last minute touch-up. Packaged in a black plastic case with the "A" mark imprinted in gold. .... **.40 each.**

\*Item marked with an asterisk will be imprinted with the American Motors Emblem and the Buyer Protection Plan logo.



**Zippo Knife\*** Buyer Protection Plan logo imprint and also covered by the Zippo guarantee. This knife has a blade and a nail file that retracts into the case. ....

**25-49 — \$2.80 ea.; 50-199 — \$2.50 ea.; 200-399 — \$2.40 ea.**

**Zippo Tape Measure\*** Buyer Protection Plan imprint and of course that famous Zippo guarantee. Show your customers visually the yards and inches advantage over other cars.

**25-49 — \$2.40 ea.; 50-199 — \$2.50 ea.; 200-399 — \$2.40 ea.**

**Zippo Deluxe Lighter\*** The best of all lighters produced today. The Zippo guarantee says if anything breaks they will fix it free. ....

**Regular 25-49 — \$3.37 ea.;  
50-199 — \$3.07 ea.; 200-399 — \$2.97 ea.; Slim 25-49 — \$3.97 ea.;  
50-199 — \$3.67 ea.; 200-399 — \$3.57 ea.**

\*Items marked with an asterisk will be imprinted with the American Motors Emblem and the Buyer Protection Plan logo.



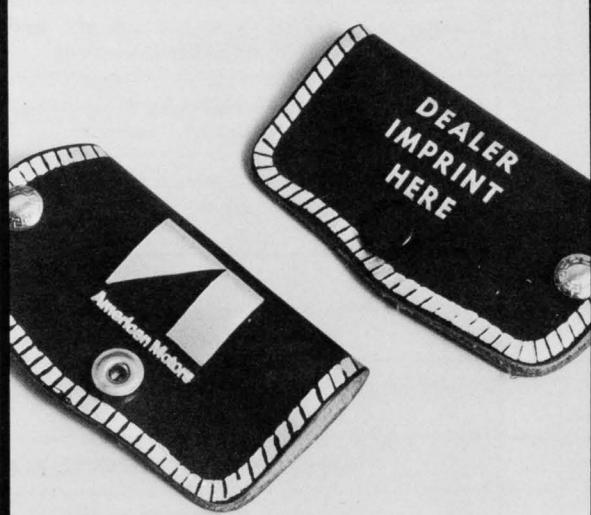
**Hornet Hatchback Model Car** A 1/24 scale model replica of the popular selling Hornet Hatchback. To delight the children or to capitalize on the new Hatchback promotion, you can use these cars in a myriad of promotional ways. . . **\$19.50 per dozen.**



**Show Key Ring\*** A really "hot" item. This attractive and useful key ring is a great and inexpensive reminder for your showroom visitors. Buyer Protection Plan on one side, "A" Mark on the other. **.20 each.**



**Key Fob** Rugged, but lightweight. The look-like-leather key tag has a tempered steel key ring which is virtually unbreakable. Prices include American Motors Emblem on one side and dealer imprint on reverse side. **150 — .29 each; 250 — .21 each; 500 — .20 each; 1,000 — .19 each.**



**Leather Key Case** The sturdy key case that will last a long time . . . comes in brown and natural tan. American Motors Emblem on one side and your dealer imprint on other side. **.150 — .20 each; 250 — .19 each; 500 — .18 each; 1,000 — .17 each.**



**Emblem-Crest Key Tag** American Motors Emblem embossed on genuine metal foil. This tag has two card inserts. No. 1 with emblem; No. 2 has card for dealer imprint and customer identification space. Transparent plastic case. **.250 — .15 each; 500 — .13 each; 1,000 — .12 each; 2,500 — .11 each.**

\*Item marked with an asterisk will be imprinted with the American Motors Emblem and the Buyer Protection Plan logo.

# Official Order Form

## 1973/74 AMC Merchandising Aids

ITEM	DESCRIPTION-PRICE	QTY.	AMT.
AM 164	AMC VINYL DECALS—10" x 10"—10 for \$4.00.		
AM 165	AMERICAN MOTORS VINYL DECALS— Small—14" x 18"—\$1.75 each. <input type="checkbox"/> Large—30" x 32"—\$2.25 each. <input type="checkbox"/>		
AM 166	AM LOGO FLAG—3' x 5'—\$12.00 each.		
AM 159	DESK SET—Pen & pencil desk set—\$8.00 each.		
AM 160	ASH TRAY—Pewter ashtray—\$11.25 each.		
AM 162	HERALDO MUG—\$5.75 each.		
AM 104	AM GLASSES—Set of 8—15 ounce glass (A-Mark)—\$6.00 a set.		
AM 161	GLASS BOTTOM PEWTER STEIN—\$10.25 each.		
AM 167	AMC POCKET KNIFE—\$4.00 each.		
AM 124	AM KEY CHAIN—Brushed and polished rhodium. \$1.67 each.		
AM 115	AM LETTER OPENER—\$4.55 each.		
AM 125	AM TIE TAC—May be used as a lapel pin—\$1.61 each.		
AM 126	AM CUFF LINKS—Brushed and polished rhodium plated finish. \$2.73 pair.		
AM 127	AM TIE BAR—Complements your "A" Mark cuff links. \$1.78 each.		
AM 123	AM PEN & PENCIL SET—"A" Mark Logo in brushed and polished rhodium plated finish. \$9.95 set.		
AM 163	AM TIES—\$3.25 each.		
AM 154	GREMLIN TIE TAC—\$1.00.		
AM 155	GREMLIN STICKERS—Green <input type="checkbox"/> or Red <input type="checkbox"/> —100 for \$6.00.		
AM 128	GREMLIN PATCH 10c each.		
AM 129	GREMLIN KEY CHAIN—Available in silver or gold. Specify: Silver <input type="checkbox"/> Gold <input type="checkbox"/> —\$.75 each.		
AM 133	GREMLIN BRACELET—Available in silver or gold. Specify: Silver <input type="checkbox"/> Gold <input type="checkbox"/> —\$1.50 each.		
AM 132	GREMLIN BROACH—Available in silver or gold. Specify: Silver <input type="checkbox"/> Gold <input type="checkbox"/> —\$1.00 each.		
AM 131	GREMLIN NECKLACE—Available in silver or gold. Specify: Silver <input type="checkbox"/> Gold <input type="checkbox"/> —\$.75 each.		

ITEM	DESCRIPTION-PRICE	QTY.	AMT.
AM 156	GREMLIN SWEATSHIRTS—Adult sizes (small, medium, large, x-large) childrens sizes (small—6-8, medium—10-12, large—14-16) \$2.50 each. (List sizes on reverse)		
AM 157	GREMLIN T-SHIRTS—Adult sizes (gray) (small, medium, large, x-large) childrens sizes (white) (small—6-8, medium—10-12, large—14-16) \$1.75 each. (List sizes on reverse)		
AM 130	GREMLIN CUFF LINKS—Square with "Floating Gremlin". Comes in silver or gold. Specify: Silver <input type="checkbox"/> Gold <input type="checkbox"/> —\$2.50 pair.		
AM 104	GREMLIN GLASSES—Set of 8—15 ounce glass. \$6.00 a set.		
AM 158	INFLATABLE GREMLIN—\$1.00 each.		
AM 174	PORTFOLIO—\$2.50 each.		
AM 175	APRON—\$2.50 each.		
AM 176	SHOULDER BAG—\$2.50 each.		
AM 177	TOTE BAG—\$2.50 each.		
AM 178	BIKE BAG—\$2.50 each.		
AM 179	ADDRESS BOOK—\$2.50 each.		
AM 138	WINTER AM RACING JACKET—Mens sizes (Small 34-36, Medium 38-40, Large 42-44, X-Large 46-48) Boys Sizes (Small 8-10, Medium 12-14, Large 16-18)—\$12.95 each. (List sizes on reverse)		
AM 139	SUMMER AM RACING JACKET—Mens sizes (Small 34-36, Medium 38-40, Large 42-44, X-Large 46-48) Boys Sizes (Small 8-10, Medium 12-14, Large 16-18)—\$7.95 each. (List sizes on reverse)		
AM 168	JAVELIN WIN BUMPER STICKERS—100 for \$10.00.		
AM 169	AM RACING PATCH—3½" x 3½"—\$.50 each.		
AM 170	AM RACING STICKER—100 for \$3.00.		
AM 171	AM RACING BOOK & POP POSTER—\$1.00 each, every order for 10 gets a poster.		
AM 173	PRO STOCK CHAMPION RACING POSTER—Wally Booth—Gremlin X—4—\$1.00.		
AM 172	BLACK & WHITE 8 X 10 PHOTOGRAPHS OF AM RACING CARS—Matador <input type="checkbox"/> Gremlin <input type="checkbox"/> & Javelin <input type="checkbox"/> 100 for \$7.00.		
AM 152	TITLEIST GOLF BALLS—\$11.00 per dozen.		
AM 110	ZIPPO GOLF BALLS—\$9.00 per dozen.		
AM 153	GOLF HATS—\$1.85 each.		
AM 151	ZIPPO GREENSKEEPER—25-49—\$2.80 ea.; 50-199—\$2.50 ea.; 200-399—\$2.40 ea.		
AM 136	CUSTOM TEE PACKET—4 tees and 1 good luck market, with a Buyer Protection Plan logo—1,000—\$.15 each.		
AM 114	MONEY PUTTER—\$8.50 each.		

# 1973/74 AMC Merchandising Aids (Con't.)

ITEM	DESCRIPTION—PRICE	QTY.	AMT.
AM 180 MIRRORS—\$.60 each.			
AM 181 COASTERS—\$.45 each.			
AM 140 LENS CLEANING TISSUE—500-999—\$.13 each; 1,000—\$.10 each.			
AM 182 EMERY BOARDS—\$.20 each.			
AM 122 LICENSE FRAMES—Dealer name at bottom of frame. City on top of frame. 250—\$.98 ea.; 500—\$.76 ea.; 1,000—\$.71 ea.; 2,500—\$.67 ea. Single copy only on bottom of frame—250—\$.96 ea.; 500—\$.74 ea.; 1,000—\$.69 ea.; 2,500—\$.65 ea. Specify: 4 hole frame—2 hole top only frame—			
AM 101 BALLOONS—American Motors emblem and your dealer imprint. 250—\$13.95 lot; 500—\$22.95 lot; 1,000 and over \$37.95 per thousand. Specify style. 9" round—. 5" x 24" airship—			
AM 183 ICE SCRAPERS—White plastic with visor clip, ice cutting edge with scraper edge. Price includes AMC emblem and dealer imprint. 150—\$.15 each; 250—\$.13 each; 500—\$.12 each; 1,000—\$.11 each.			
AM 103 DELUXE YARDSTICK—American Motors emblem and dealer imprint. 150—\$.16 each; 250—\$.15 each; 500—\$.14 each; 1,000—\$.12 each.			
AM 106 LOLLIPOPS—American Motors emblem on wrapper. 500—\$13.50 lot; 1,000—\$22.50 lot.			
AM 111 RAIN BONNET—American Motors emblem and dealer imprint. 150—\$.14 each; 250—\$.11 each; 500—\$.10 each, 1,000—\$.09 each.			
AM 184 POTHOLDER—150—\$.19 each; 250—\$.16 each; 500—\$.15 each; 1,000—\$.14 each.			
AM 110 LITTER BAG—American Motors emblem and dealer imprint. 250—\$.14 each; 500—\$.13 each; 1,000—\$.12 each.			
AM 108 ECONOMY PEN—American Motors emblem and dealer imprint. 500—\$.09 each; 1,000—\$.08 each.			
AM 109 DELUXE ALL METAL PEN—American Motors emblem and dealer imprint. 150—\$.24 each; 250—\$.23 each; 500 or more—\$.22 each.			
AM 187 BASEBALL BAT—\$1.20 each.			
AM 186 BASEBALL—\$.80 each.			
AM 137 ALL PURPOSE CAR WHISKBROOM—100—\$.88 each; 250—\$.86 each; 500—\$.78 each.			
AM 185 MATADOR BUMPER STICKERS—100 for \$13.50.			

Dealer: Send Order to Zone Office

Zone: Send Order to Literature Distribution

Transportation charges additional at cost

Imprinting Instructions: Please type, 3 line limit

1st LINE \_\_\_\_\_

2nd LINE \_\_\_\_\_

3rd LINE \_\_\_\_\_

ITEM	DESCRIPTION—PRICE	QTY.	AMT.
AM 102 HAZEL PORTFOLIO—American Motors emblem and dealer imprint. \$3.90 each.			
AM 117 THERMOS—(Red, white and blue stripes)—\$3.00 each.			
AM 189 EMERGENCY KITS—\$13.50 each.			
AM 116 LADIES WALLET—Red, White and Blue—\$1.65 each.			
AM 118 TOOL KIT—In leather zip folder—\$3.20 each.			
AM 120 AMERICAN MOTORS PLAYING CARDS—with Buyer Protection Plan emblem. Single—1-11—\$.125 ea.; 12-99—\$.120 ea.; 100 or more—\$.115 ea. Double—1-11—\$.250 set; 12-99—\$.240 set; 100 or more—\$.230 set. Dealer imprint on box—add \$.50 set up charge and .05 ea. for imprint.			
AM 188 PERFUME—\$.40 each.			
AM 150 ZIPPO KNIFE—25-49—\$.280 ea.; 50-199—\$.250 ea.; 200-399—\$.240 ea.			
AM 135 ZIPPO TAPE MEASURE—25-49—\$.240 ea.; 50-199—\$.250 ea.; 200-399—\$.240 ea.			
AM 113 ZIPPO DELUXE LIGHTER—Regular—25-49—\$.337 ea.; 50-199—\$.307 ea.; 200-399—\$.297 ea.; Slim—25-49—\$.397 ea.; 50-199—\$.367 ea.; 200-399—\$.357 ea.			
AM 190 HORNET HATCHBACK MODEL CARS—\$19.50 per dozen.			
AM 134 SHOW KEY RING—with AM logo and BPP emblem on reverse embossed in plastic—\$.20 ea.			
AM 105 KEY FOB—American Motors emblem and dealer imprint. 150—\$.29 ea.; 250—\$.21 ea.; 500—\$.20 ea.; 1,000—\$.19 ea.			
AM 119 LEATHER KEY CASE—American Motors emblem and dealer imprint. 150—\$.20 ea.; 250—\$.19 ea.; 500—\$.18 ea.; 1,000—\$.17 ea. Brown—Natural Tan—			
AM 107 EMBLEM CREST KEY TAG—American Motors emblem on 1 card, dealer imprint on second card. 250—\$.15 ea.; 500—\$.13 ea.; 1,000—\$.12 ea.; 2,500—\$.11 ea.			

Charge To:

Total Amount of Order \$ \_\_\_\_\_

Dealership Name

Street Address

City

State

Zip Code

Dealer Signature

Date

Dealer Code No.

Zone Approval

# Official Order Form

## 1973/74 AMC Merchandising Aids

ITEM	DESCRIPTION—PRICE	QTY.	AMT.
AM 164	AMC VINYL DECALS—10" x 10"—10 for \$4.00.		
AM 165	AMERICAN MOTORS VINYL DECALS— Small—14" x 18"—\$1.75 each. <input type="checkbox"/> Large—30" x 32"—\$2.25 each. <input type="checkbox"/>		
AM 166	AM LOGO FLAG—3' x 5'—\$12.00 each.		
AM 159	DESK SET—Pen & pencil desk set—\$8.00 each.		
AM 160	ASH TRAY—Pewter ashtray—\$11.25 each.		
AM 162	HERALDO MUG—\$5.75 each.		
AM 104	AM GLASSES—Set of 8—15 ounce glass (A-Mark)—\$6.00 a set.		
AM 161	GLASS BOTTOM PEWTER STEIN—\$10.25 each.		
AM 167	AMC POCKET KNIFE—\$4.00 each.		
AM 124	AM KEY CHAIN—Brushed and polished rhodium. \$1.67 each.		
AM 115	AM LETTER OPENER—\$4.55 each.		
AM 125	AM TIE TAC—May be used as a lapel pin—\$1.61 each.		
AM 126	AM CUFF LINKS—Brushed and polished rhodium plated finish. \$2.73 pair.		
AM 127	AM TIE BAR—Complements your "A" Mark cuff links. \$1.78 each.		
AM 123	AM PEN & PENCIL SET—"A" Mark Logo in brushed and polished rhodium plated finish. \$9.95 set.		
AM 163	AM TIES—\$3.25 each.		
AM 154	GREMLIN TIE TAC—\$1.00.		
AM 155	GREMLIN STICKERS—Green <input type="checkbox"/> or Red <input type="checkbox"/> —100 for \$6.00.		
AM 128	GREMLIN PATCH 10c each.		
AM 129	GREMLIN KEY CHAIN—Available in silver or gold. Specify: Silver <input type="checkbox"/> Gold <input type="checkbox"/> —\$.75 each.		
AM 133	GREMLIN BRACELET—Available in silver or gold. Specify: Silver <input type="checkbox"/> Gold <input type="checkbox"/> —\$1.50 each.		
AM 132	GREMLIN BROACH—Available in silver or gold. Specify: Silver <input type="checkbox"/> Gold <input type="checkbox"/> —\$1.00 each.		
AM 131	GREMLIN NECKLACE—Available in silver or gold. Specify: Silver <input type="checkbox"/> Gold <input type="checkbox"/> —\$.75 each.		

ITEM	DESCRIPTION—PRICE	QTY.	AMT.
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Charge To:

Total Amount of Order \$\_\_\_\_\_

Dealership Name

Street Address

City

State

Zip Code

Dealer Signature

Date

Dealer Code No.

